

Designing the Creative Downtown

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Designing the Creative Downtown

This is a condensed version of the original presentation.

Community Design Advisory Program

- ▶ a statewide partnership program of the Michigan Council for Arts & Cultural Affairs
 - established in 1987
 - a national award-winning model
 - more than 40 communities served
 - small rural to large urban and suburban communities



Community Design Advisory Program

- ▶ a professional cross-disciplinary design team
 - urban design
 - architecture
 - landscape architecture
 - interior and merchandising design
 - graphic, signage and wayfinding design
 - historic preservation



Community Design Advisory Program: Strengths

- ▶ build motivated public-private partnerships
- ▶ foster shared vision and active participation
- ▶ manage the entire user experience, from pre-entry to return
- ▶ harmonize and optimize all community design systems
- ▶ provide low cost, tailored design recommendations



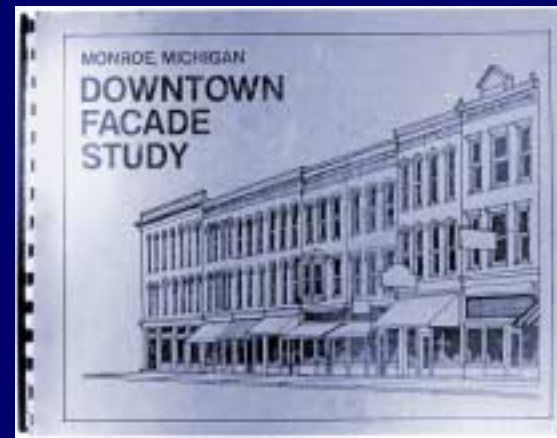
Community Design Advisory Program: Process

- ▶ a three-day on-site process
 - Day 1: Design Audit
 - Day 2: Town Meeting
 - Day 3: Design Clinic



Community Design Advisory Program: Process

► Design Audit and Town Meeting





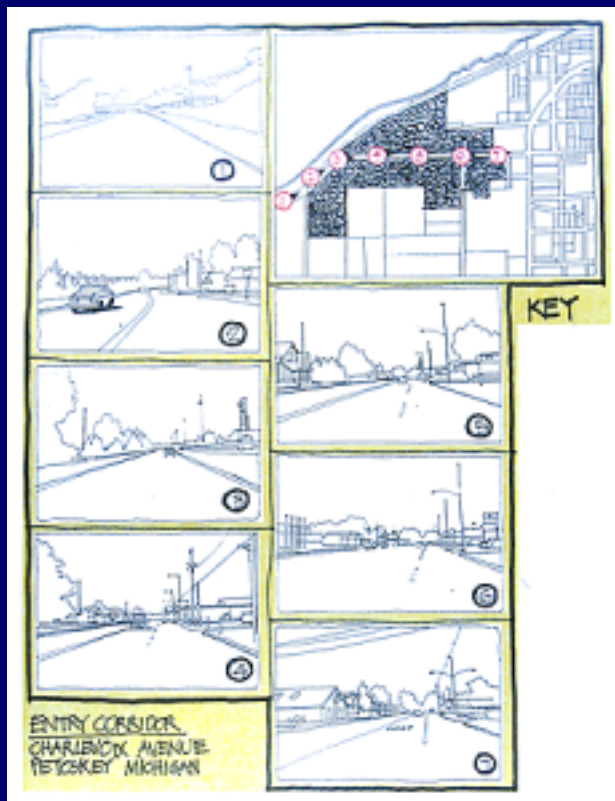
Community Design Advisory Program: Process

► Interiors Clinic



Community Design Advisory Program: Process

► Urban Design / Landscape Clinic





Community Design Advisory Program: Process

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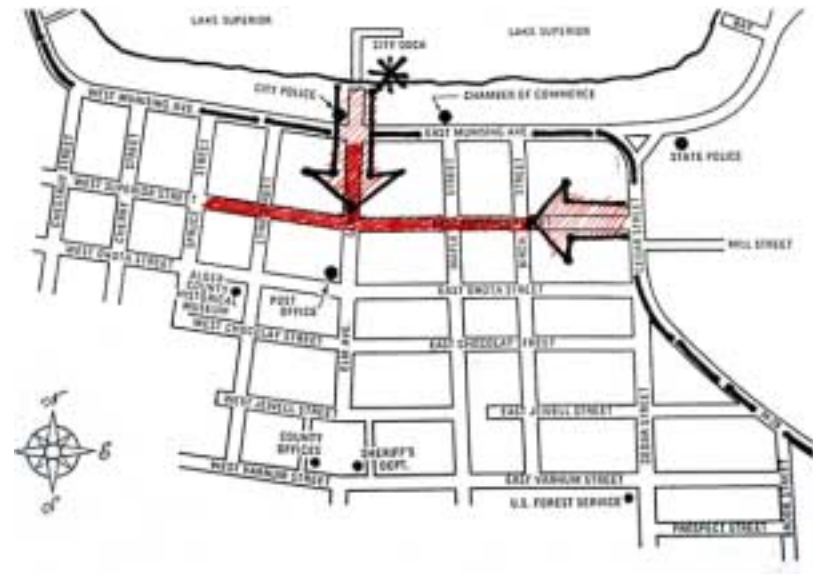


Economic Performance Categories

- ▶ Create Access to All Commercial Services
- ▶ Turn Drivers into Pedestrians (Capture the Rolling Market)
- ▶ Market Your Unique Character and Identity
- ▶ Reposition Downtowns to Capture New Markets
- ▶ Create New, Unique and Improved Destinations
- ▶ Strengthen the First Impression

Create Access to All Commercial Services

Munising



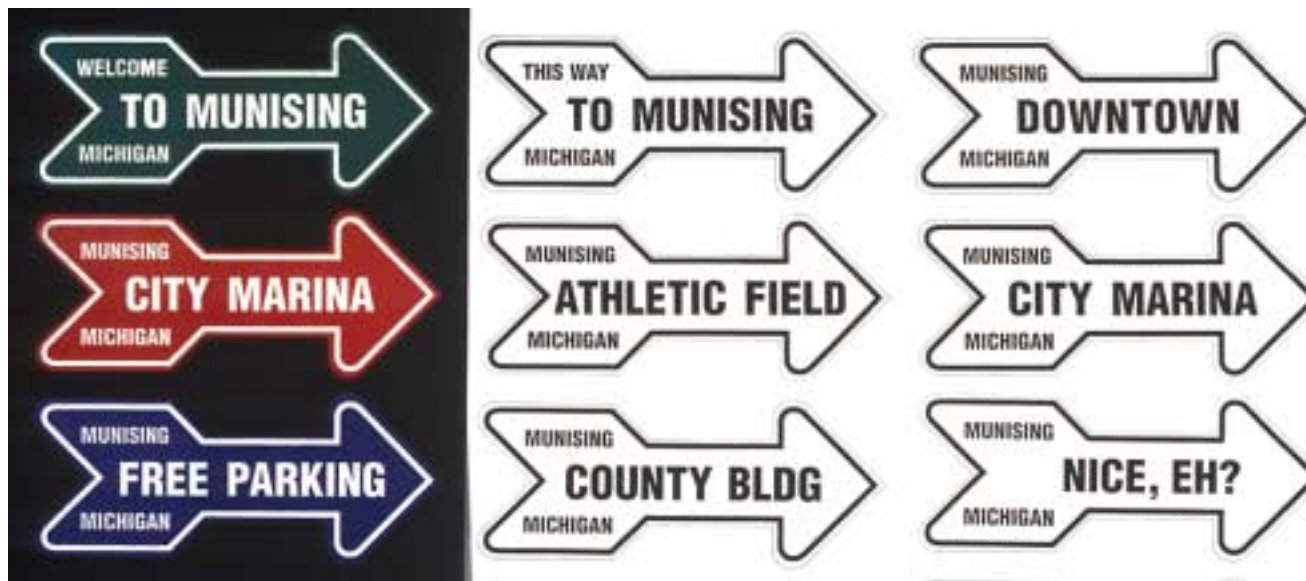
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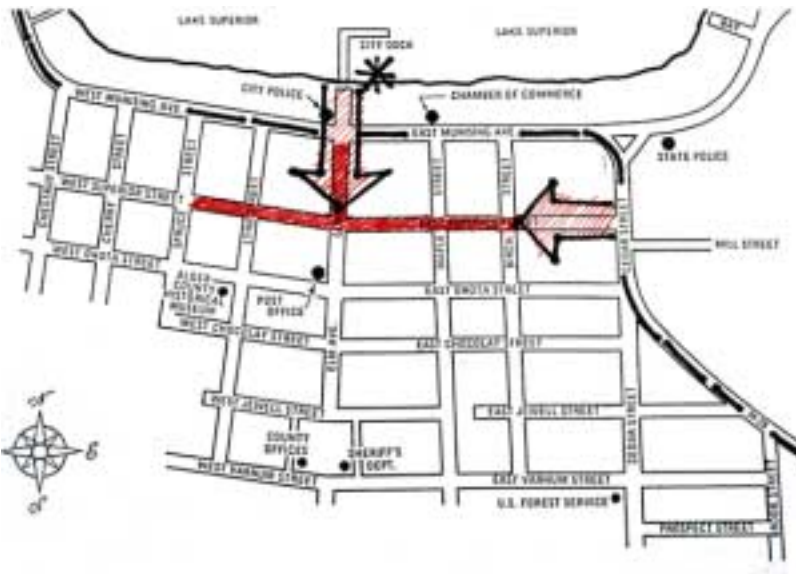
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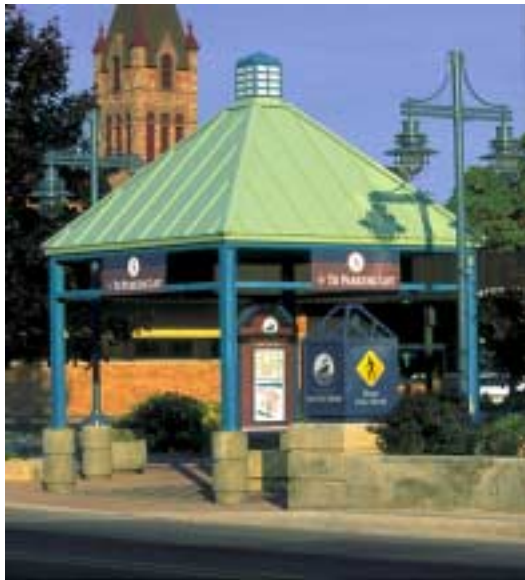
Create Access to All Commercial Services

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Create Access to All Commercial Services

▶ Sault Ste. Marie



Create Access to All Commercial Services

▶ Kalamazoo



Turn Drivers into Pedestrians (Capture the Rolling Market)

► St. Charles



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Market Your Unique Character and Identity

► Frankenmuth



Market Your Unique Character and Identity

▶ Sault Ste. Marie



Reposition Downtowns to Capture New Markets

▶ Battle Creek

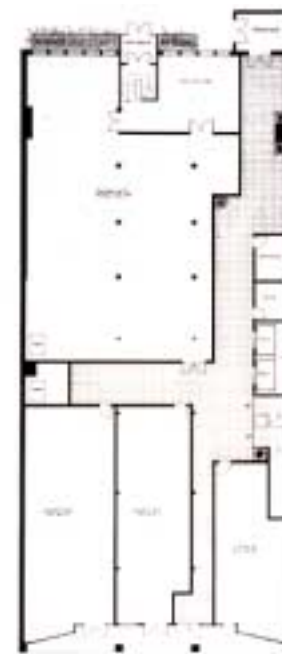


Reposition Downtowns to Capture New Markets

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TOEHLER BLDG. RT. FLOOR PLAN - KANTON



TOEHLER BLDG. RT. FLOOR PLAN - KNOX/STRAIT/DEER

Reposition Downtowns to Capture New Markets

▶ Rochester Hills



Create New, Unique and Improved Destinations

▶ Frankfort



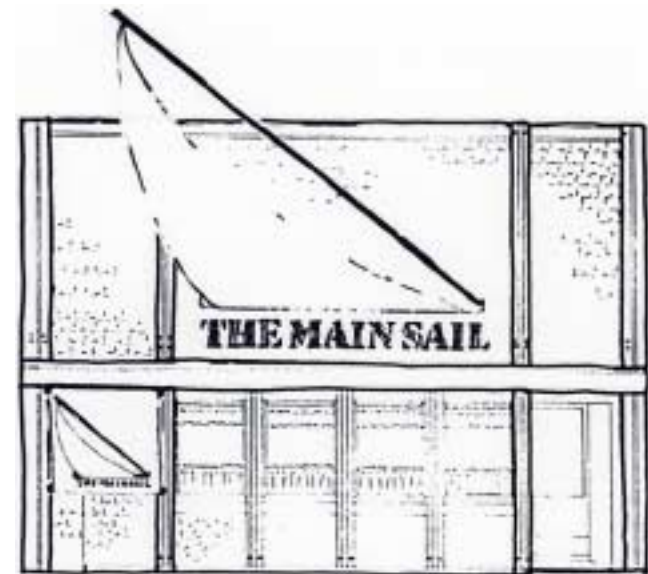
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▶ Frankfort



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Create New, Unique and Improved Destinations

► Howell

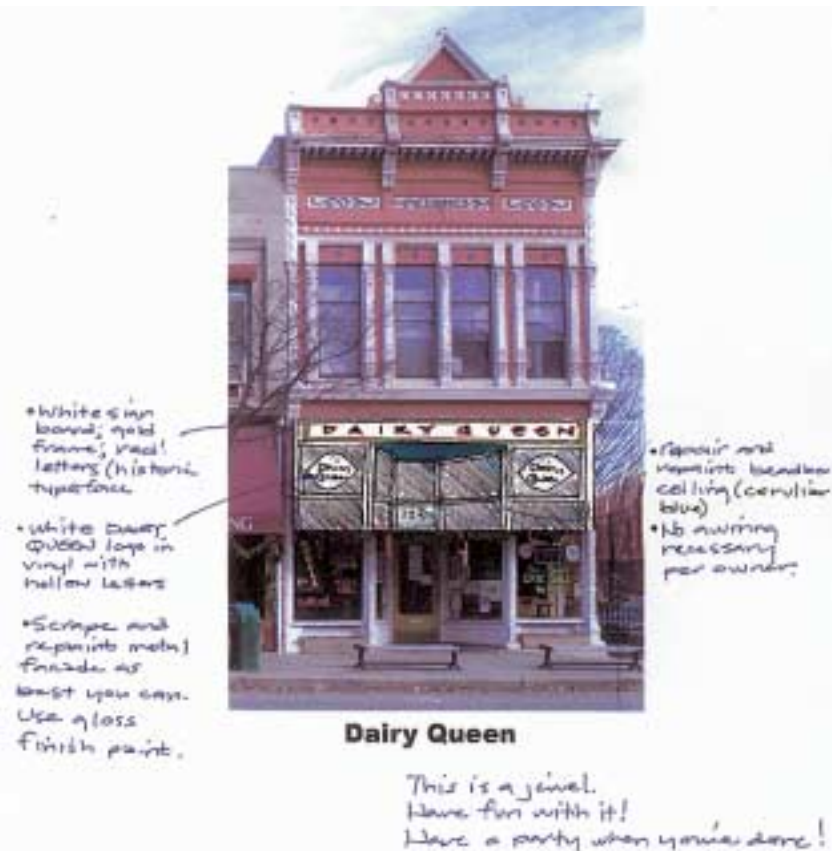


Dairy Queen



Create New, Unique and Improved Destinations

► Howell



Create New, Unique and Improved Destinations

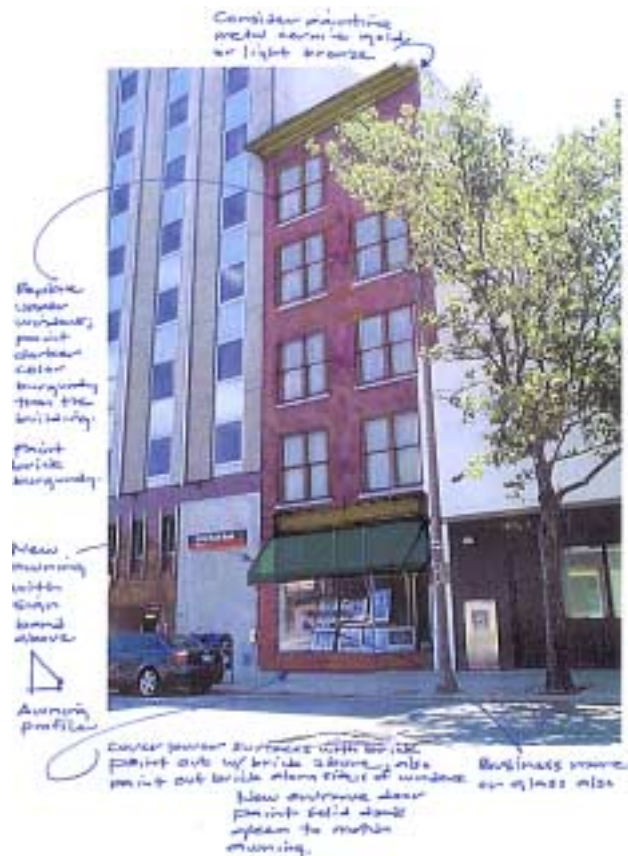
► Lansing





Create New, Unique and Improved Destinations

► Lansing



Create New, Unique and Improved Destinations

▶ Chelsea





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Strengthen the First Impression

► Frankenmuth



Strengthen the First Impression

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Community Design Advisory Program: **Benefits**

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 - CDAP Design Team Clinic
 - Corbin / Design Michigan Façade Follow-up



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- 25 businesses participated
- 16 storefronts received façade critiques, and nine have since been improved
- 13 more storefronts have taken advantage of façade grant program since the clinic



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- ▶ Total Private Investment of \$5.8 Million



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- Façade designs better reflect the nature of the business or current building use



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- CDAP programs help downtown developers start conversations with property and business owners about making improvements



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- CDAP guidelines help downtown developers promote the façade grant program
- Coordinated CDAP design approach results in individual projects which work together as a whole to create a consistent district image
- When combined with other revitalization strategies, façade improvements enhance the appearance of overall activity and progress. The CDAP projects contribute to the momentum and keep it going.

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